

**MINUTES OF THE BOARD OF DIRECTORS  
HOLLYWOOD PROPERTY OWNERS ALLIANCE  
June 19, 2008**

Directors Present	Chris Bonbright, President	Whitley Court Partners
	Jose Malagon, Vice President	Hollywood Media Center
	Hilary Royce	Church of Scientology International
	David Green	Nederlander Organization - (Ex-officio Member)
	Michael Gargano	Argent Ventures and Millennium Partners
	Ron Radachy	Oasis of Hollywood
	Thaddeus Smith	The Music Box Theater
	Monica Yamada	CIM Group, Inc.
	Leron Gubler	Hollywood Chamber of Commerce- (Ex-officio Member)
	Leslie Lambert	CRA/LA - (Ex-officio Member)
Directors Absent	John Tronson	Tronson Investment Group
	Nathan Korman, Secretary	NBK, LLC
	Frank Stephan, Treasurer	The Clarett Group
	Bill Hertz	Mann Theatres
	Aziz Banayan	Algert Co., Inc.
	Alan Sieroty	Sieroty Company
	Tej Sundher	Hollywood Wax Museum
	Captain Clay Farrell	LAPD - (Ex-officio Member)
	Lynda Bybee	Metro
Staff	Kerry Morrison	HPOA
	Sarah MacPherson	HPOA
Guests	Jan Martin	AMDA
	Tom Trynin	Millennium Partners

I. Call to Order

The meeting was called to order by Board President Chris Bonbright at 4:15 P.M.

II. Public Comment

Jan Martin, representing the American Music and Dramatic Academy (AMDA) introduced herself to the board and expressed her delight that the AMDA properties will be included in the boundaries of the expanded BID. She presented her signed petition in support of the BID to the president of the board.

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III. Approval of Minutes

Approval of the minutes from the May 15, 2008 meeting were deferred until next month due to a lack of a quorum.

IV. Treasurer's Report

A. Kerry Morrison called to the Board's attention the May variance report. She indicated that interest income is down by almost 50% this year. She will check with our bank (First Regional) to see if there is any way to enhance the earnings. In addition, she noted that consulting income will see a variance. Overall, the budget is on track.

V. Committee/Activity Reports

A. Update on Visitor's Guide and Map: Morrison reported for Katie Zandona, who is on vacation. Currently the Visitor's Guide and Map is still in need of a cover sponsor given that Wicked is coming to an end, and Madame Tussaud's has committed for the 2009-10 map. Morrison also reported that aggressive sales must occur in the coming week to meet the early July deadline of WHERE Magazine.

B. Holly Would interactive art exhibition: Morrison called the Board's attention to a handout, prepared by LA Freewaves regarding a one week interactive art exhibit, slated for Hollywood Blvd during October 9 - 13, 2008. The installation will feature various media, including projections on buildings, storefront video installations, audio loops audible on the sidewalk, online projects in cafes, video shorts on bus monitors and the like. The organization is requesting \$5,000 from the HPOA to assist in funding and marketing. A representative from Freewaves will attend the July meeting to make a presentation.

B. Security Committee

1. HERO program: Morrison called the Board's attention to a letter submitted, on behalf of the HED, to the CRA Board of Commissioners requesting the funding of \$250,000 to PATH's homeless outreach program (HERO), which otherwise will have to close its doors on June 30. Morrison and other Hollywood representatives testified at the CRA commission earlier that day, and the Board voted unanimously to fund HERO. It will next go to City Council.

2. Selma Park: Morrison reported on the very successful community event, spearheaded by Katie Zandona and Joe Mariani, on May 31, 2008. Approximately 250 children, families and community members attended this event designed to celebrate the "reclaiming" of Selma Park as a childrens' play area.

3. Field Trip to Santa Monica: Sarah MacPherson reported on a field trip organized to visit a permanent assisted living facility (for formerly homeless mentally ill) in Santa Monica. It was held on June 13, 2008 and approximately 30 Hollywood people participated. Ron Radachy shared his impressions of the facility as well.

4. Bicycles for security team: Morrison reported that this will be further discussed at the next Security Committee Meeting. Andrews feels as though there will be greater mobility in certain areas of the BID if the officers are able to travel via bicycle.

5. Nightclub Ordinance: Morrison advised that a Working Group has been established by the Council District to work on a new ordinance for Hollywood that would better define a "nightclub" and provide more enforcement tools (including the ability to shut down a non-compliant business) to the LAPD and Building & Safety. Currently there are a number of establishments who have a "Type 48 license" (for a restaurant) but really operate as a nightclub. When a draft of this proposed ordinance is available, she

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will bring back to the Security Committee and ultimately the Board for review.

5. Project YIMBY Connect Day: Kerry Morrison reminded the Board to take part in Project YIMBY Connect Day on Thursday June 26, if they have time to volunteer. It will be held at the Music Box theater.

### **C. Streetscape Committee:**

1. Canary Islands: Sarah MacPherson reported on a replacement tree that has been located in Santa Ana to replace the tree at Hollywood & Highland. She commented on the potential for a media story highlighting “a tree comes to Hollywood.” The tree should be planted within the next month.

2. Replacement of Mexican Fan Palms: MacPherson advised the board that two Fan Palms were fatally injured in a car accident last year, when a car jumped the curb near the Roosevelt Hotel. Owing to a poorly drafted police report, there was no way to contact the driver and try to seek an insurance claim. MacPherson pointed out that there is \$14,000 left in the Fan Palms account, and pending approval of the property owners who contributed to that account, she will recommend replacing those two trees. More details to follow.

3. Field Trip to Culver City: MacPherson informed the Board that the Committee has planned a field trip to Culver City to study some of the urban design elements that the city has incorporated into their Urban Design plan. The date is June 27, 2008 and all are invited to attend.

4. General updates: MacPherson reported that the Musician's Institute Alley may serve as a demonstration alley for improvements and pedestrian amenities in the BID. She is organizing a meeting of all the stakeholders adjacent to the alley in the near future. The trees have been trimmed along the Walk of Fame, and it appears that there may be another \$20,000 + in the Hollywood & Vine Assessment District account that could be accessed to trim the trees in 2009. The council office continues to work on securing a location for a public toilet in the BID. Finally, a seminal urban planning classic, “The Social Life of Small Urban Spaces,” has been purchased by the HPOA and will be screened at the AMPAS Pickford Theatre in July (date TBD) for representatives from the three BIDs, the Chamber and other community representatives.

## **VI. Old Business**

### **A. BID Renewal Activities:**

1. Progress Report: Morrison reported on the status of the BID Renewal effort, pointing out that all the petitions have been certified by the city, and the official count is 54.73%. (However, the office continues to accept petitions.) She outlined the speed with which this petition gathering took place (one month) and how seamlessly things need to move through the city process at this point (waiver of committee hearing, approval of city attorney, city council hearing, signature of Ordinance of Intention by Mayor) in order to launch the election within the next 10 days or less.

2. Timing issues: Morrison reported that if critical deadlines are missed, the BID runs the risk of being delayed to such a point that the assessment does not make it into the County Tax Collector in time (early August), and the BID assessment has to be manually billed (instead of appearing on the property tax bill). Because that is an undesirable option, the county has expressed the willingness in the past to allow these assessments to be added to the property tax bills, when BID formation is running behind the official schedule, and, in the event the BID is not passed, the county will ask the sponsoring organization to pay to have all the assessments manually removed from the tax bills. The cost per parcel is \$13.00. Because there was not a quorum, this action to assure the county of the organization's willingness to pay this bill, if necessary, cannot be acted upon until July.

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3. Alley exemptions: Morrison reported that any action to remove a property owner with an alley, gated with a legal revocable permit, from the 2009 assessment will be taken at the July meeting.

VII. New Business

A. Hollywood Central Park: Morrison said that the action item, seeking the support of the HPOA for the freeway cap park, will be deferred until the July Meeting.

VIII. Report from Executive Director

There were no items to report.

IX. Next Meeting

The next meeting is scheduled for Thursday, July 17, 2008 in Suite 200 of the Taft Building (1680 Vine St., Hollywood, CA. 90028).

X. Adjournment

There being no further business the meeting was adjourned by Board President Chris Bonbright at 5:20 P.M.